

# FACE IN THE MIRROR®

*Changing the Face of Cancer*



*One Patient at a Time!*

May 2, 2008

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W., Room TW-A325  
Washington, D.C. 20554

Re: MB Docket No. 04-233

Dear Ms. Dortch:

The Mission of Face in the Mirror is to encourage and promote the psychological and outer well-being of cancer patients to over come their personal battle by realizing that, "when we look better, we feel better, when we feel better, the healing process begins."

The Bonneville Stations in Cincinnati have been incredibly helpful to our nonprofit by getting the word out related to our outreach which is given to people going through their personal storm of cancer. There has been an open door communication related to when the PSA's would be playing and the stations strong intent to place us, on the air, where it would do those who would benefit through our outreach. On a personal note, I am amazed at the stations generosity to help us help others. I feel the people making the decisions as to giving us the opportunity of PSA's apparently have real knowledge as to what a community can do to assist those in need. Without the opportunity of the PSA, thousands would not know, and could not receive the opportunity to receive help from our outreach and our goal- to help change the face of cancer, one patient at a time.

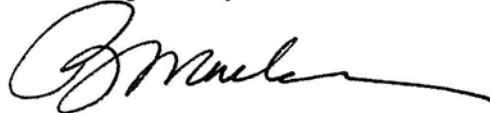
Because of the PSA's which are generously given the following comments are realized.

- The station airs our Mission statement to untold thousands who would never hear on a weekly basis, many suffering from cancer, who now can catch a ray of hope.
- The station providing our Mission is helping us help others in the local Cincinnati area, and to the surrounding communities.
- The station has provided a link to a community of people who donate now to our outreach.
- The station has created awareness of our nonprofit- Face in the Mirror and from this awareness, emails, and letters of request for our outreach to help them. We can, because of the PSA.
- The station regularly airs PSAs concerning our mission and is now attracting the local hospitals and staff to inquire as to how Face in the Mirror can be of assistance to their patients.
- In the next 12 months, because of the PSA, our outreach is growing, our plans are to open branches in the Cincinnati area, because of the PSA's our ground work

has been laid and the awareness given to our outreach, making the introduction to a new community so much easier.

In conclusion, Bonneville International-Cincinnati (WKRQ, WUBE, WYGY, WSWD) has been effective in serving my organization's needs as well as those of the community at-large. We see no need for additional rules or reporting requirements that insert federal oversight of the process of broadcasters serving the community.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'B MacLean', with a long horizontal flourish extending to the right.

Barbara MacLean  
Founder-CEO  
Face in the Mirror Foundation